

**BILL ANALYSIS**

Senate Research Center  
76R8101 MCK-D

S.B. 1121  
By: Armbrister  
Economic Development  
4/12/1999  
As Filed

**DIGEST**

Currently, Section 102.07, Alcoholic Beverage Code, prohibits the unlawful marketing practices between a wholesaler and a retailer. S.B. 1121 would allow communication between the wholesaler and retailer about certain upcoming promotional activities on the retailer's premises.

**PURPOSE**

As proposed, S.B. 1121 would allow communication regarding certain promotional activities between alcoholic beverage permit holders.

**RULEMAKING AUTHORITY**

This bill does not grant any additional rulemaking authority to a state officer, institution, or agency.

**SECTION BY SECTION ANALYSIS**

SECTION 1. Amends Section 102.07, Alcoholic Beverage Code, by amending Subsection (a) and adding Subsection (g), to include Subsection (g) as an exception to prohibitions for certain beer, wine, and alcoholic businesses. Provides that Subsection (a) does not prohibit a permittee covered under Subsection (a) from prearranging or preannouncing a promotional activity otherwise permitted by this code. Authorizes the permittee to preannounce a promotion to a consumer. Makes conforming changes.

SECTION 2 Effective date: September 1, 1999.

SECTION 3 Emergency clause.